Amendments to the claims

1-11 (Cancelled).

12 (Currently amended): A method for marketing digital content, comprising:

a) storing an inventory of assets in a hard drive of a personal computer prior to delivery of said personal computer to a user, wherein said assets are instances of the digital content and are protected from unauthorized use by a digital wrapper requiring at least one key for unwrapping;

b) subsequent to said delivery of said personal computer to said user, displaying on the personal computer information about said inventory;

c) accepting a selection representing a particular said asset from said user;

d) transmitting money representing payment for said selection and an identifier associated with said selection from the personal computer to a clearing house, via a communications system;

e) ~~receiving at least one key associated with said selection at the personal computer; and~~receiving at the personal computer a first key, associated with said selection, from said clearing house;

f) transmitting from the personal computer the received first key to a master server, via said communications system;

g) receiving back at the personal computer a second key from said master server; and

(f) unwrapping said digital wrapper protecting said selection using ~~said~~the ~~at~~

~~least~~ received ~~one~~second key required for unwrapping said selection.

13 (Cancelled).

14 (Previously presented): The method claim 12, wherein said (b) through said (f)

are performed using a graphical user interface that presents said assets

metaphorically as merchandise and units of service in aisles of stores.

15 (Original): The method of claim 12, wherein said graphical user interface

further presents said stores metaphorically as a member of the set consisting of

villages, town squares, shopping centers, and malls.

16-31 (Cancelled).